

UA LITTLE ROCK **BRAND GUIDE**



OFFICE OF COMMUNICATIONS
AND MARKETING

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LET'S BEGIN



The UA Little Rock community is made up of hundreds of unique voices, doing specialized work with the same goal – **supporting students**.

To the outside community, we're all **UA Little Rock**. Our audiences see us as one, so we have to speak with one voice. This ensures all marketing and communications are polished and professional.

We're **better together**, and when we consistently put forward a **unified image**, we are bringing **value, prominence, and awareness** to our university.

We can't do it without you. You and your department have a role to play in telling our story. With this brand guide, you'll have the tools to **correctly articulate** our visual identity, while still capturing the **entrepreneurial spirit** of our campus and the **unique voice** of your area.

When in doubt, reach out. If you have questions, we're here to help in any way we can! You can contact us at 501-916-5914.

Office of Communications and Marketing
UA Little Rock

ualr.edu/communications

Brand Pillars

Our brand is much more than a logo. It's the complete image people have of UA Little Rock.

1. UA Little Rock believes our primary role is **supporting the whole student**, so every student succeeds, graduates, and positively impacts our communities.
2. **Trojans excel at innovation**: trying new approaches, forging unique partnerships, and looking for creative solutions is part of how we serve our students and our state.
3. Our university commits to serving the greater good and to give our all. **Trojans are leaders**—in our classrooms and communities.
4. UA Little Rock is an **economic driver** in the region. We pursue research and partnerships, **supporting local communities and industries**.

Brand Positioning

With UA Little Rock, you can **Expect More**. Whatever your preconceived notions are of college, UA Little Rock challenges you to **Expect More**.

As a student, you'll get more out of your experience because of our internships, partnerships, and unparalleled community support. As a campus community, we care about each other, celebrate our differences, and continue learning together.

Expect More goes beyond a position statement. It's a declaration. It's a call to action. A promise is being made.

It's time to Expect More.
From yourself, for yourself, and your future.



Our Name

Our university name is **University of Arkansas at Little Rock**. Or **UA Little Rock** for short. Our name is important because it connects our university with a strong sense of place. Central Arkansas. The capital city. Little Rock. We exist to serve this community, and we are proud of our affiliation with our city.

Office of Communications and Marketing

How we help

Within the UA Little Rock Office of Communications and Marketing, our strategic approach to design serves as a powerful tool to elevate your projects.

The UA Little Rock Office of Communications and Marketing has two professional graphic designers who are here to provide their services free of charge. Our office can help by creating professional projects that not only hold visual appeal and help market your area but also adhere to best practices and branding guidelines as set forth by the university.

We are here to provide help with a wide range of projects, including ads, banners, booklets, brochures, flyers, invitations, posters, programs, promotional products, t-shirts, signage, art elements, stickers, and more.

Our on-demand design platform, Marq, allows departments to create their brochures, posters, flyers, graphics, and more from our branded templates, giving you flexibility and immediate access to designed materials.

The Office of Communications and Marketing is your go-to for advertising initiatives. Our expertise ensures impactful messaging that aligns with the university goals. Please reach out to us to collaborate on your advertising needs.

For projects created outside our office, the final design must be approved by our office for branding consistency. You can email us at kjtozer@ualr.edu and msschrepfer@ualr.edu for project approvals, collaboration, and questions. We are always happy to help in any way we can.



Submit a request for
the design team.

OUR LOGOS



Our university logo consists of the UA Little Rock logo in both a vertical and horizontal option.

Only UA Little Rock licensed vendors are allowed to reproduce these logos on apparel and promotional products. For questions regarding licensing, call 501-916-5913. We can provide you with the licensed vendor list or help a vendor you know become licensed.

University Logo - Vertical

This is the preferred university logo. It is intended to be used on digital and printed materials for both internal and external audiences.



University Logo - Horizontal

This is the horizontal university logo. It is intended to be used on digital and printed materials for both internal and external audiences.



Color Variations



Maroon



Silver



Black



Reverse*



White and silver**

The university logo should always appear in one of the color configurations on this page. Altering or changing color combinations is prohibited.

** Use the reverse option when applying logo to dark or non-university colors.*

***The white and silver logo option is acceptable only when applied over a maroon background.*

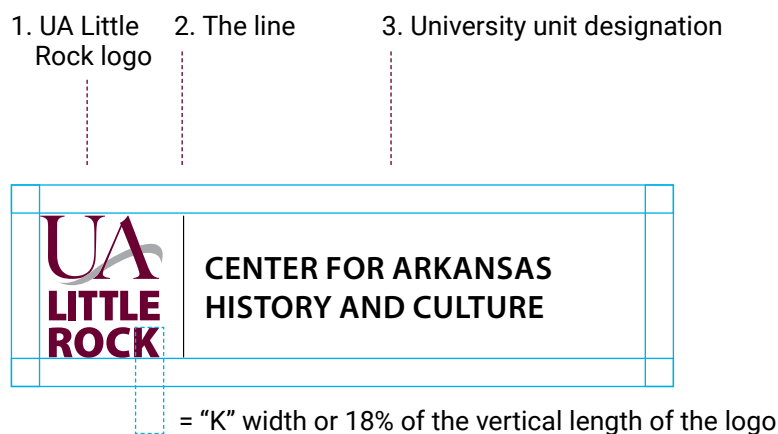
Components of the University Signature

The most common visual display of the UA Little Rock brand is through the university signature, which includes the logo and also allows us to highlight campus units and departments. The UA Little Rock signature is the official identifier for all academic units of the university and has been developed to consistently represent UA Little Rock in all of its communication materials.

Use of the UA Little Rock signature helps establish identity and strengthens UA Little Rock's brand awareness. This does require the signature to be used properly and consistently by university faculty and staff. The university signature should not be altered in any way. The example below labels the different components of the university signature.

1. The UA Little Rock logo is the graphic representation for the university using letters "UA" and "Little Rock" with an arc moving through the letters. It utilizes both the university maroon and silver colors. This logo should never be manipulated or altered.
2. The line is black and set at 0.25 pt. Its role functions to join the logo with the wordmark and provide a point of alignment. The line should align with the top and bottom of the logo.
3. The university unit designation is black and set in all caps. This allows for up to two rows to display the college name and department name or office name. Special consideration has been given to the vertical and horizontal spacing (kerning and leading) and should not be reset.

The basic elements of the university identity (i.e.: wordmark/logo, seal, name, etc) are protected legally from unauthorized use. While this prevents use without permission, it also requires consistent use and appearance by authorized UA Little Rock units.



Logo Clearance

To ensure a clear, consistent look, the UA Little Rock logo has clear defined spaces around each side. This space should be free of text, imagery, lines, etc.

The space is measured by the letter "K" in the UA Little Rock logo.

Unit Marks

Branding is focused on one consistent voice, and creating varying identities is confusing and dilutes the UA Little Rock brand. Official colleges, schools, divisions, departments, centers, institutes, and offices should use their unit mark in lieu of the logo in their marketing materials. These entities have the option of using a horizontal, vertical, or lined version for their area.

To request a logo for your department or office, please contact the Office of Communications and Marketing at 501-916-5911.

Horizontal



Vertical



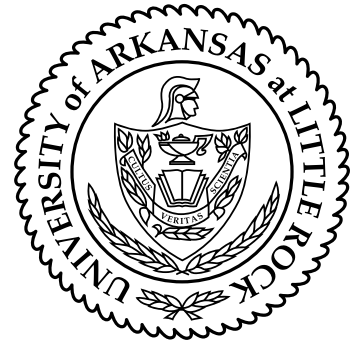
Lined



OUR LOGOS

Academic Seal

The academic seal may only be used on official documents such as diplomas, certificates, awards, and legal documents.



Trojan Head Logo

The Trojan Head logo may be used as a secondary logo when a more spirited version is needed.



Centennial Campaign Logo

The Centennial Campaign logos may only be used on official communications and marketing related to the Centennial Campaign.



Athletics

There are separate brand guidelines governing how athletic brand marks are used.



Logo Lockup Marks

Cooperative program marks are permitted when university programs affiliated with private or nonprofit organizations usually require marks highlighting both entities in the partnership. As such, UA Little Rock has a logo variation that highlights the partner's logo in tandem with the UA Little Rock logo. This mark is preferred and highlights the value of the partnership. Only groups with formal relationships may have a logo that is locked up with the UA Little Rock mark.

In certain cases, the university may allow the partner entity to use a logo that is not locked up with the UA Little Rock logo. These are determined on a case-by-case basis, and requests for this are made through the Office of Communications and Marketing.



Student Organization Logos

Universal Student Organizations are those that are formally part of the institution including Student Government Association, Student Activities, Residence Life, etc. These groups have the privilege of using official university logos, which reinforces their affiliation with the institution. This not only promotes a sense of unity but also ensures the university's branding remains consistent and recognizable within the broader community.

Registered Student Organizations at UA Little Rock are allowed to design their own logos for use. While creative freedom is encouraged, we ask student organizations to submit logo designs for review to ensure any branding issues are addressed. Self-created logos may use the words UA Little Rock but are not authorized to use the Trojan mark or other university marks.

Additional Logos

On occasion, there may be moments for other areas and campuses to have a logo that is outside the scope of these guidelines. These are addressed on a case-by-case basis. Should you need something additional, please contact the Office of Communications and Marketing at 501-916-5911.

Additionally, there are some university-level committees which were previously provided art elements. These groups are allowed to continue using them, while new committee uses are considered on a case-by-case basis.



University font

Our university font family is Roboto. We use Roboto and Roboto Condensed as the primary university fonts. Roboto Serif and Roboto Slab can be used sparingly as a header when it's appropriate. Roboto is available for free through **Google Fonts**.

ROBOTO

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

ROBOTO SERIF

Extra Light	<i>Extra Light Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
SemiBold	<i>SemiBold Italic</i>
Bold	<i>Bold Italic</i>
ExtraBold	<i>ExtraBold Italic</i>
Black	<i>Black Italic</i>

ROBOTO CONDENSED

Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Bold	<i>Bold Italic</i>

ROBOTO SLAB

Thin	Extra Light
Light	Regular
Medium	Semi Bold
Bold	Extra Bold
Black	

EXPECT MORE CAMPAIGN FONTS

TUNGSTEN

Light
Book
Medium
Semibold
Bold

ANTONIO

Available through Google Fonts

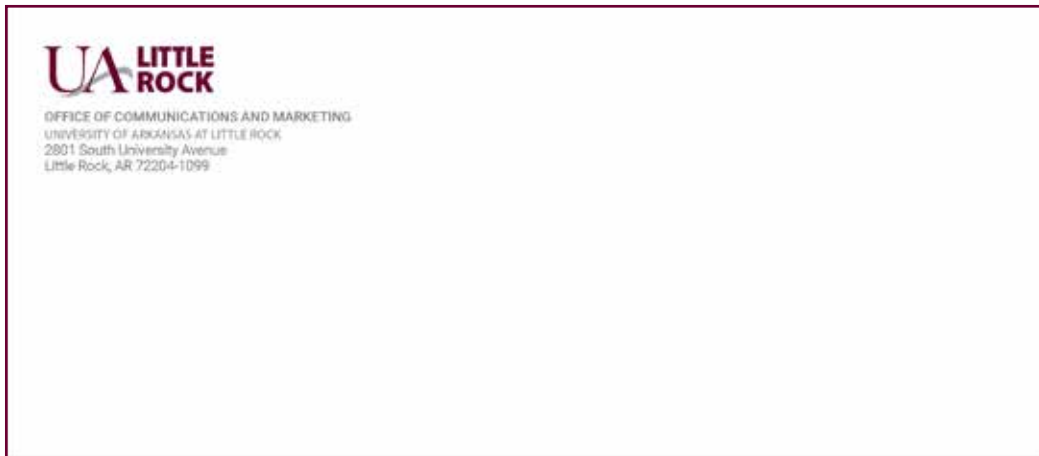
Light
Regular
Semibold
Medium
Bold



Letterhead

Official letterhead is available for use by university faculty and staff for official business purposes. All letterhead should be ordered through the Printing Services storefront at: ualprints.myprintdesk.net. Contact Printing Services at 501-916-3260 if you have any questions. All letterhead is subject to approval by the Office of Communications and Marketing.

Standard University letterhead





A digital letterhead template may be obtained by contacting the Office of Communications and Marketing at 501-916-5913.

Business Cards

Business cards are available for use by university faculty and staff as a way to provide contact information to colleagues, industry partners, and others as needed.

Business cards are available in two variations. Options include one with a maroon logo over a white background and one with a white logo over a maroon background.

Standard University business cards 1-sided

<p>Name and Surname Position Department/Office email@ualr.edu</p> <p>(O) 501-916-0000 (C) 501-916-0000 (F) 501-916-0000</p> <hr/> <p>2801 S. University Ave., Little Rock, AR 72204-1099 ualr.edu</p>		<p>Name and Surname STUDENT Department/Office email@ualr.edu</p> <p>(O) 501-569-0000 (C) 501-569-0000 (F) 501-569-0000</p> <hr/> <p>2801 S. University Ave., Little Rock, AR 72204-1099 ualr.edu</p>	
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------

Standard University business cards 2-sided

<p>Name and surname Position Department email@ualr.edu</p> <p>(O) 501-000-0000 (C) 501-000-0000 (F) 501-000-0000</p> <hr/> <p>UNIVERSITY OF ARKANSAS AT LITTLE ROCK 2801 S. University Ave., Little Rock, AR 72204-1099 ualr.edu</p>	
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------

All business cards should be ordered through the Printing Services storefront at: ualrprints.myprintdesk.net. Contact Printing Services at 501-916-3260 if you have any questions. All business cards are subject to approval by the Office of Communications and Marketing.

Partnership Cards

On occasion, individuals not officially employed by UA Little Rock may be working with UA Little Rock in various capacities, including fundraising, board service, etc. In these instances, a partnership card may be provided to assist these individuals in their work.

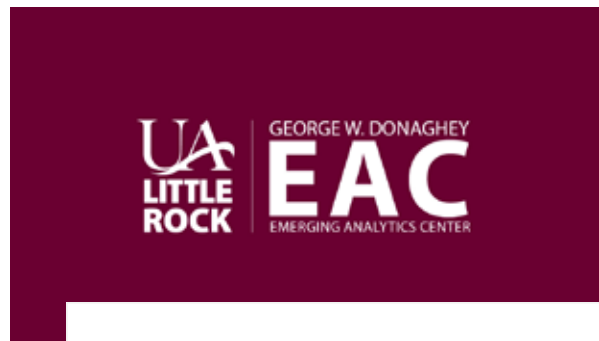
These cards may be obtained by contacting the Office of Communications and Marketing at 501-916-5913.



**Arkansas Small Business
and Technology
Development Center**
asbtdc.org
800-862-2040
info@asbtdc.org

**UA
LITTLE
ROCK**

University of Arkansas at Little Rock
Reynolds Center for Business and Economic Development, Suite 260
2801 S. University Ave., Little Rock, AR 72204-1099



**George W. Donaghey
Emerging Analytics Center**
eac.ualr.edu
501-916-3140 | info@ualr.edu
@EAC UA Little Rock

**UA
LITTLE
ROCK**

University of Arkansas at Little Rock
EIT Building 4th Floor
2801 S. University Ave., Little Rock, AR 72204-1099

OUR COLORS



Primary Colors

UA Little Rock uses maroon and silver as our official brand colors, and they are one of the most important parts of our visual identity. These colors are part of our campus culture and connect us to the strong history of UA Little Rock.

Consistent color use supports visual cohesion across the university and helps build an emotional connection.

Maroon PANTONE 209c	PRINT C: 20 M: 97 Y: 40 K: 58
	DIGITAL Hex: #6e2639
	R: 110 G: 38 B: 57

Silver PANTONE 877c	PRINT C: 0 M: 0 Y: 0 K: 40
	DIGITAL Hex: #a7a9ac
	R: 167 G: 169 B: 172

Secondary Colors

Secondary colors highlight and compliment the primary color or colors and can help to provide additional depth to materials, while still maintaining a strong brand feel.

Neutral colors—from black to white—are essential to any brand colors, because they allow room to breathe and draw attention to the remainder of the colors. There is power in both black and white space.

Light Maroon	PRINT C: 31 M: 91 Y: 55 K: 18
	DIGITAL Hex: #98344f
	R: 152 G: 52 B: 79

Light Grey	PRINT C: 5 M: 4 Y: 4 K: 0
	DIGITAL Hex: #eeeeee
	R: 238 G: 238 B: 238

Dark Maroon	PRINT C: 46 M: 86 Y: 62 K: 61
	DIGITAL Hex: #4c1a27
	R: 76 G: 26 B: 39





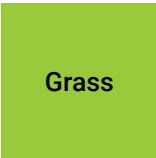
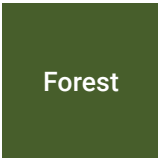
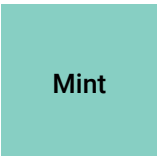
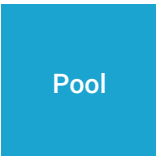
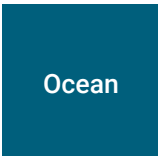
Dark Grey	PRINT C: 69 M: 63 Y: 62 K: 58
	DIGITAL Hex: #333333
	R: 51 G: 51 B: 51

OUR COLORS

Tertiary Colors

These colors are designed to provide creative flexibility. These options were intentionally selected, as they are complementary to our primary and secondary colors. Tertiary colors are not used as the main color to represent the university in a piece of communication. Rather, tertiary colors are intended to be accent colors that provide visual interest.

Tertiary colors work well in many places such as section denotations in a publication, web icon colors, data graphs requiring multiple colors, etc.

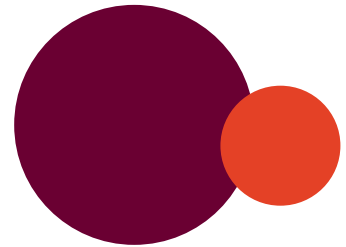
 Daffodil	PRINT C: 1 M: 7 Y: 62 K: 0 DIGITAL Hex: #ffe579 R: 255 G: 229 B: 121	 Gold	PRINT C: 0 M: 26 Y: 100 K: 0 DIGITAL Hex: #ffb000 R: 255 G: 191 B: 0	 Pumpkin	PRINT C: 5 M: 90 Y: 100 K: 0 DIGITAL Hex: #d5410b R: 213 G: 65 B: 11
 Lime	PRINT C: 15 M: 0 Y: 52 K: 0 DIGITAL Hex: #dfff99 R: 221 G: 255 B: 153	 Grass	PRINT C: 45 M: 0 Y: 100 K: 0 DIGITAL Hex: #99cc33 R: 153 G: 204 B: 51	 Forest	PRINT C: 70 M: 42 Y: 100 K: 34 DIGITAL Hex: #465d18 R: 70 G: 93 B: 24
 Mint	PRINT C: 46 M: 0 Y: 28 K: 0 DIGITAL Hex: #91d9c6 R: 154 G: 217 B: 198	 Pool	PRINT C: 74 M: 17 Y: 9 K: 0 DIGITAL Hex: #52a3cb R: 82 G: 163 B: 203	 Ocean	PRINT C: 95 M: 58 Y: 37 K: 11 DIGITAL Hex: #245d7a R: 36 G: 93 B: 122

Color Proportions

A color proportion scale can visually help to understand the proportion of colors to be used. The primary color is the largest color with the secondary color being a medium size and the tertiary color in the smallest form.

Here is the rule of thumb for color proportions:

● Primary & Secondary – 75% ● Tertiary – 25%



Gradients and Shades

Primary and secondary colors can be used together to create gradients and shades. This is another option to create additional interest without deviating from the color palette.



USING COLOR

When thinking about color, it is important to think of the final product to ensure the product is designed correctly. Additional information about marketing products is provided below, along with examples of each aspect.

Marketing Materials

- » Print ads
- » Social media ads
- » Billboards
- » University website

Print ads and brochures may use secondary and tertiary colors in a supporting role as outlined in the brand guide.

Double-sided bi-fold brochure



Two-page print ad



Single page flyer



Digital ads, graphics, and billboards

UA LITTLE ROCK

"TEACHING STUDENTS TO READ IS HOW I EXPECT MORE."

SKYLAR BAILEY
EDUCATION MAJOR

ualr.edu/impact

UA LITTLE ROCK | **EXPECT MORE**

EARN YOUR GRADUATE DEGREE IN CRIMINAL JUSTICE >

AFFORDABILITY FOR ALL

UA LITTLE ROCK | **EXPECT MORE**

UA LITTLE ROCK

SIGN UP FOR ORIENTATION TODAY

ualr.at/orientation

EXPECT MORE OPPORTUNITIES
EARN YOUR GRADUATE DEGREE

UA LITTLE ROCK

APPLY NOW >

"EXPERIENCING INTERNSHIPS IS HOW I EXPECT MORE."

BRYAN HERNANDEZ
MARKETING MAJOR

UA LITTLE ROCK

REIMAGINING CAMPUS WITH TROJAN WAY PROJECT

UA 100

GIVE NOW >

GRAPHIC ELEMENTS

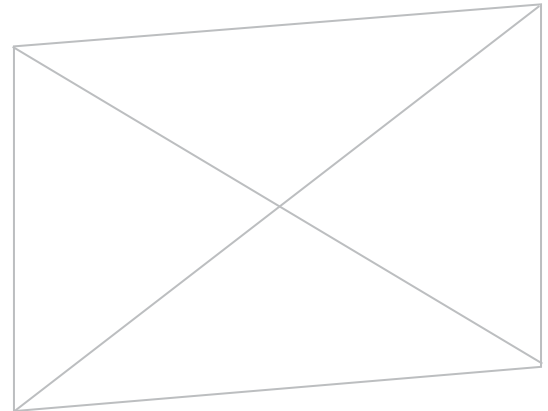
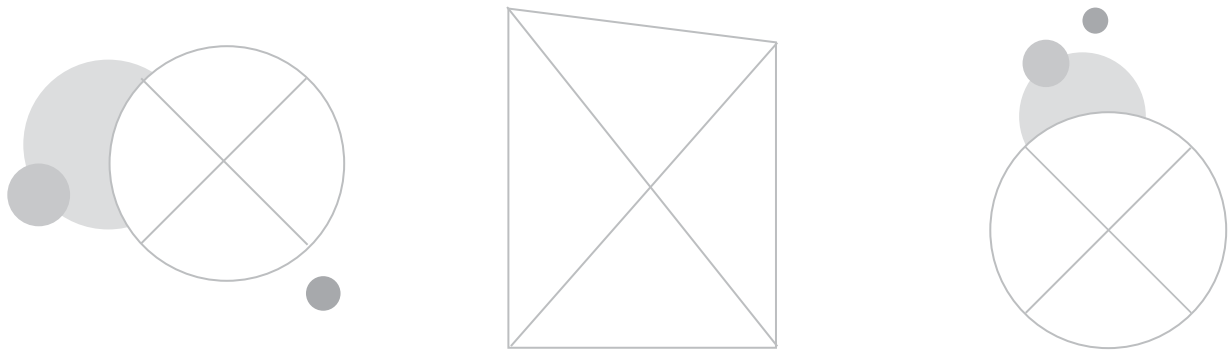


Graphic Elements

UA Little Rock incorporates several graphic elements into its style to create energy, engagement, and consistency.

The following pages provide examples of colors, typography, photography, design elements, image frames, and patterns combined to create a cumulative piece that matches the UA Little Rock brand. Note that within these standards, there is flexibility to create a highly customized look that still aligns with the brand style.

Imagery Frames

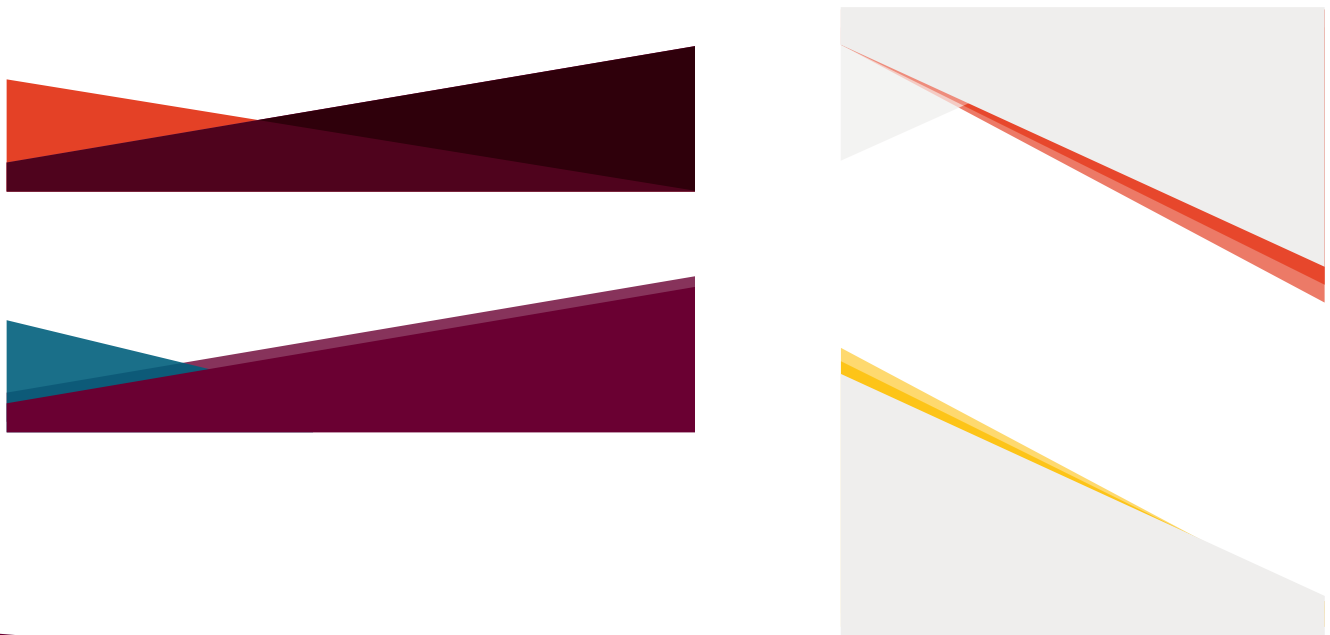


GRAPHIC ELEMENTS

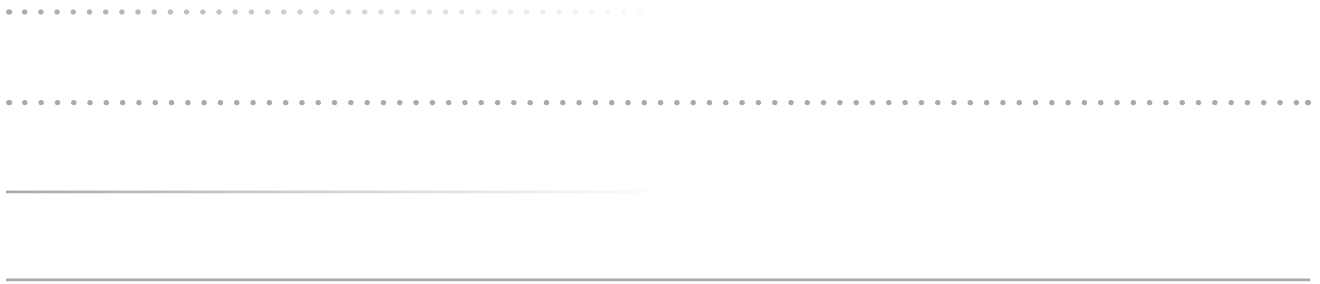
Shapes



Transparencies



Lines & Dots



Wedges & Angles



QR code styles



GRAPHIC ELEMENTS IN USE



About UA Little Rock Students

As UA Little Rock, our campus community has worked hard to become your favorite destination for the 9th time in more than a decade. UA Little Rock is setting positive enrollment gains. This year we experienced an increase in undergraduate and graduate student full-time enrollment (FTE) of 1.2% and an increase in student semester credit hours (SCH) of 1.9%.

At UA Little Rock, the student community has a multitude of diverse lived experiences. With cross-cultural, transfer, first-generation, military, working, parenting, and nontraditional students, our campus is a dynamic, vibrant, and inclusive environment where the exchange of unique perspectives fosters creativity, empathy, and a deeper understanding of the world. As students from all walks of life come together, they create a unique space for holistic learning that extends beyond textbooks, providing them for the completion of a lifelong and transformative global society.

Here's more about our challenges educate students:

- 89% **SEEK THEIR INTERESTS**
- 3.33 **IN THE NUMBER ONE OF INTERNSHIP PROVIDER**
- 61% **WANT MORE OF THEIR SCHOOL**
- 58% **WANT MORE EXPERIENCES**
- 51% **WANT A JOB**
- 7% **WANT MILITARY EXPERIENCES**
- 85% **IN NUMBER ONE IN AFFORDABILITY**

Photo credit: UA Little Rock Student Center

Center Stage

The university's new strategic plan is the result of an inclusive and collaborative process involving all students within the institution. Each student actively contributed to the development of the overarching goals, following the adoption of the overarching goals, each campus division has worked to develop a component plan that seeks to support all of the overarching goals.

The collaborative approach ensures that the plan reflects the collective vision and experiences of the university's campus community and support the strategic vision of the university.

These goals are central to the UA Little Rock student body, and community experience. In each, the overall intent will highlight the most important areas to support of those important student experience goals.

Goal 1 – Access

Empower students access to transformative educational experiences that are affordable, equitable, and relevant.

Goal 2 – Experience

Empower the student, faculty, and staff experience by cultivating an engaging campus community that promotes diversity, equity, and inclusion.

Goal 3 – Attainment

Strengthen educational attainment through enabling programs leading to social and economic mobility and the achievement of students' aspirational goals.

Goal 4 – Research

Expand the institution's applied research footprint to provide advanced educational opportunities and to broader regional impact.

Goal 5 – Community Engagement

Enhance community engagement through partnerships and collaborations involving faculty, staff, and students that address local, state, and regional needs.



EXPECT MORE

SCHOLARSHIPS | INTERNSHIPS | STUDENT SUPPORT

It's a declaration.
It's a call to action. A promise being made.
At the University of Arkansas at Little Rock, you get more. Excellent academics. Faculty support. Community internships and partnerships.

IT'S TIME TO EXPECT MORE.
FROM YOURSELF. FOR YOURSELF. FOR YOUR FUTURE.



ualr.edu/admissions




AFFORDABILITY FOR ALL

ualr.edu/scholarships

ACADEMIC COLLEGES

Academic programs at UA Little Rock are grouped within three colleges.

COLLEGE OF BUSINESS, HEALTH, AND HUMAN SERVICES

Our students benefit from hands-on and project-based teaching, which will give you the practical skills and experience needed to stand out from your competitors in the job market. Whether you want to study business, health, or areas of human service, we will surround you with support, immerse you in experiences that shape you, and challenge you to go further.




COLLEGE OF HUMANITIES, ARTS, SOCIAL SCIENCES, AND EDUCATION

We promote student connections with each other, faculty, staff, and our regional community. We will work with you to nurture, develop, and explore your talent, skills, and most importantly, your curiosity.

We believe loving what you do will set a strong foundation for your future success in college and in life. In CHASSE, the motto is "Do what you love, so you love what you do."




DONAGHEY COLLEGE OF SCIENCE, TECHNOLOGY, ENGINEERING, AND MATHEMATICS

Our college is a key partner with industry, research, and education in the region. As a metropolitan research university, UA Little Rock is positioned in a community that is innovative and collaborative with STEM professionals, which gives you exciting and challenging research opportunities.

Here, we educate, inspire, and prepare you for fulfilling internships and careers.




CAMPUS SUPPORT

COMMITMENT TO QUALITY & VALUE

Faculty and staff at the University of Arkansas at Little Rock are committed to providing a quality education for our students at a good value. We want to partner with you to make higher education an achievable goal.

FINANCIAL AID & SCHOLARSHIPS

1. Apply for Admissions at apply.ualr.edu and turn in your required documents. Full details to get started in admissions is on page 22.
2. Submit your FAFSA at fafsa.gov. To receive federal, state, and many university-sponsored sources of funding, complete the Free Application for Federal Student Aid (FAFSA). The school code for UA Little Rock is 001101.
3. Meet the Financial Aid Deadlines by applying for financial aid and turning in all needed documents. The different types of aid available are listed at ualr.edu/financialaid/apply-for-aid.
4. Apply for scholarships at ualr.edu/scholarships. 501-916-3035 • ualr.edu/financialaid • ualr.edu/scholarships



MILITARY STUDENT SUCCESS CENTER

The Military Student Success Center serves over 700 Reserve Duty, Reservists, National Guard Members, Veterans, and their family members. Get help applying for your benefits, finding support, and more. Military students are eligible to receive an admissions application fee waiver! ualr.edu/admissions/military



ASK DESK WELCOME CENTER

The Ask Desk can help with questions about admissions, class registration, payments or refunds, financial aid, scholarships, and more! 501-916-3000 • ask@ualr.edu • ualr.edu/ask




AFFORDABILITY FOR ALL

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"DEVELOPING CYBERSECURITY SYSTEMS IS HOW I EXPECT MORE."

CAMERON JACKSON
CYBERSECURITY MAJOR

UA LITTLE ROCK

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FINISH GETTING ADMITTED. SUBMIT YOUR MISSING ITEMS NOW!

DISCOVER UA LITTLE ROCK
CAMPUS PREVIEW DAY

Wednesday, Nov. 8 **SIGN UP TO ATTEND >**

EXPECT MORE FOR YOUR FUTURE

Virtual CAREER FAIR
March 15 • 1-4 p.m.
Online via Handshake

AFFORDABILITY FOR ALL

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SCHOLARSHIPS STILL AVAILABLE

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CAMPUS SIGNAGE



Campus signage serves as a crucial element in guiding and unifying our community. Branded campus signage enhances wayfinding and fosters a cohesive visual identity, reinforcing a sense of belonging and pride among students, faculty, and visitors.

Permanent Campus Wayfinding Signage

- » Building names on buildings
- » Permanent campus directional signage
- » Building names in front of buildings
- » Wayfinding signage
- » Vinyl signage on exterior buildings

This signage should be consistent across all campus buildings and should follow detailed guidelines set forth in the campus signage master plan. **Primary and secondary colors** may be used. Grandfathered existing signs will be replaced with correct ones when worn out.



CAMPUS SIGNAGE

Temporary Campus Wayfinding Signage

- » Construction signage
- » Directional event signage

This signage is intended to be short term in nature and **secondary and tertiary colors** may be used to help provide directional assistance on a temporary basis.



Exterior Marketing & Communications Signage

- » Pole banners
- » Campus vinyl displays
- » Selfie walls

These signage displays are designed to promote campus pride and share campus successes. **Secondary and tertiary colors** may be used in a support role.



Digital Campus Signage

- » Marquee
- » Campus digital displays

These digital signage displays are meant to provide information about events and upcoming activities on campus. Much of the content will be short-term in nature. **Secondary and tertiary colors** may be used in a support role.

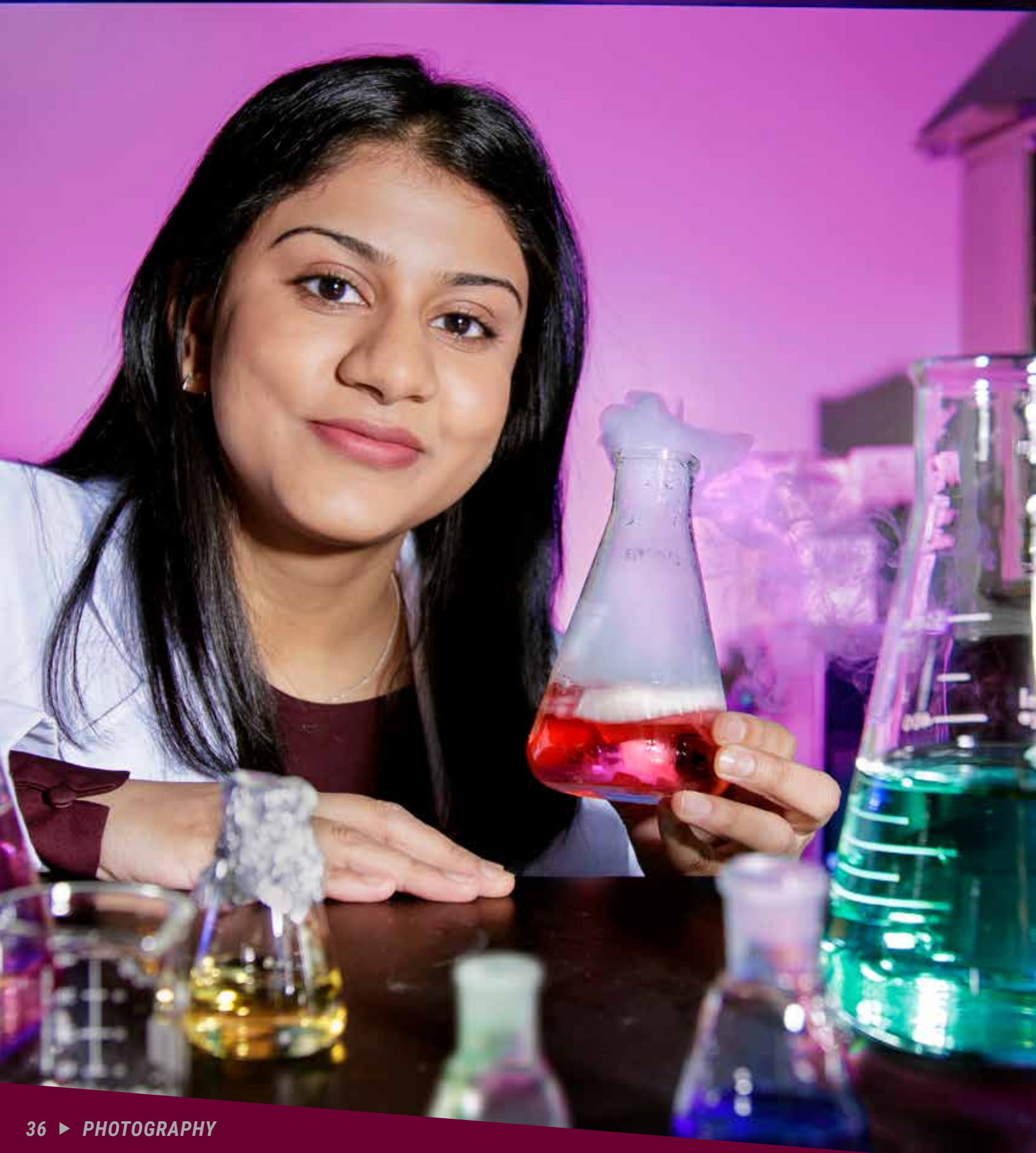


Interior Decorative Signage

- » Office suite doors
- » Office suite windows

Signage used for decorative purposes within buildings should be used sparingly to avoid an overly cluttered environment. **Primary and secondary colors** may be used. This signage must be approved prior to purchase from the appropriate VP. This signage may also include images and word clouds to create visual interest. Grandfathered existing signs will be replaced with correct ones when worn out.





Photography is a visual way we tell the UA Little Rock story. We are a community of leaders and doers, so photography is primarily action-oriented. Our students learn by doing, and faculty engage with students in the learning process, which is evident in our campus imagery. Whether a student is focused on the task at hand, or smiling for the camera, they are in a campus environment that reflects their interest and who they are.

Imagery may be full color, but design overlays and treatments can be applied to create additional impact. Brightly lit, and shallow depth of field typically define our photographic style. However, on occasion, we do add lighting in photographic shoots to create additional interest.

University images are available for official use at ualr.photoshelter.com





Brand Exceptions

The brand style should be followed on official publications and projects representing UA Little Rock.

One exception to using this look is for special events. We recognize that special events may have their own look and feel to align with the event. Prior special events have included:

- » Themed musical and theatre performances
- » Centennial Campaign Events
- » SpectaculaLR
- » Taste of Little Rock

Should you have a special event that needs a distinct style, please connect with the Office of Communications and Marketing to discuss how to best proceed.



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